



Chicago Metropolitan  
Agency for Planning

[www.cmap.illinois.gov](http://www.cmap.illinois.gov)

# Transportation for Teenagers

*A project to increase the mobility of high school students*

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# Challenges and Solutions

## Current Challenges

- Children depend on parents for most transport-e.g. driving
- Uncomfortable and unfamiliar with alternatives
- Websites lack teenage-centered user friendliness
- Fragmented information
- Local Scale-This would start the program off more simplified. It would be web-based, to appeal to the intended audience.
- It would be focused on the high school, as that is the place that most teenagers can identify.
- Each High School in the region could potentially set up Google accounts for the map, and list up to the 100 top destinations. Access would be public to those High Schools.

## The Solution

- Teenage-centered, user run and controlled, interactive map.
- It creates a unified information source.



## Some of the features

- It would focus on the public transportation sector, as this is where most teenagers would take their trips.
- Would subsist on user comments, so as to suggest the best modes and routes to get to a certain destination, and which to avoid.
- Users would also be able to contribute to list of popular destinations that many share who go to that particular high school.
  - Perhaps, local businesses could help with the startup and sponsorship, which would in turn help bring teenage clientele to their businesses.

## The Benefits

- It increases a teenager's independence, and sense responsibility.
- Businesses can take advantage of increased mobility, helping to increase economic development.
- Businesses will also be able to grow teenage ridership in public transportation
- Will grow familiarity with public transportation
- It will build lifelong habits about the idea of using public transportation
- Teenagers will have more of an influence in the planning of transportation modes with increased usage public transportation as well as pedestrian forms



### Applications to the Preferred Scenario-How this applies to CMAP's *GO TO 2040* Plan

- This program focuses on increasing the use of existing infrastructure
- Tapping into un-developed markets
- Increased usage means more investment
- Discourages the growth of inefficient personal car use
- Increases the habitual use of mass transit
- Grows the awareness of our car-based culture
- Recognizes the importance of bicycle and pedestrian transport
- Perhaps, these new usage patterns could foster new techniques in mitigating congestion

### Requirements

- A computer with internet connection to access this information.
- This could potentially be a problem for low-income families, but because this program is through the schools, they could access the program through school or community computers
- A knowledge of the local area in which teenagers live

### Sample Implementation

#### Timeline

##### *Short Term: 1-5 Weeks*

- Identify an interested group to promote the new service and spread the word
- This interested group would start entering the important local destinations for the high schools
- Updates would be contributed continuously by users.



## Survey your community

### *Long Term: 1-2 Years*

- Implement the business sponsorship program
- Teenage involvement in the planning of local (and perhaps regional) transportation
- Perhaps, this model could be expanded beyond teenagers, to include other historically-under-resourced population groups, such as the elderly, disabled and low income

### Sample Demonstration

#### Directions :

How to do it yourself

To Add a Place mark:

**Step 1:** Enter desired destination into the search bar.

**Step 2:** Choose the correct place-marker and click

Save To My Maps.

**Step 3:** Select the map specified by your school.

**Step 4:** Write description if desired.

### To Find Directions to a Place mark:

**Step 1:** Click on destination's place marker

**Step 2:** Click on To Here and enter the start address

**Step 3:** Choose a route from the suggested list.

**Step 4:** To find directions home, repeat steps 1-3 using From Here and entering the end address.



# Resources

**What is this project?** Teenagers will be able to create an interactive map for their area. The map will include user comments on each destination about how they got there to allow for easier transport. The users will be able to insert new destinations and comments. They would use the public transport option to the walking option to create a route without car use.

**Who will benefit and how will they benefit from the strategy's implementation?**

- Allows teenagers to become more comfortable with public transit
- Decreases dependency of teenagers on their parents
- Increased public transit ridership
- Perhaps, it can establish “good habit” of using public transit earlier, so that they will be more willing to use it throughout their adult lives
- In general, most current transportation websites are very not user friendly for teenagers-it is difficult to gather the information to get around
- Business sponsorship program to encourage teenagers to use different modes of transport to those places.
- Could increase usage of businesses and other services. Could help promote usage by teenagers by encouraging new bus stops and whatnot.

**What is the timeline for implementing the strategy?**

Short Term

- Start-up time: 1-2 weeks-Identify the group of people who are interested in the project at a school, who will promote awareness of the map through fliers and after school activities, or any other method.
- The startup time of the network is minimal, entering a few locations and sharing the map.

Follow up

- 2-6 weeks (indefinitely)-The map would be used and updated by the users continuously. The users will tell their friends

Long Term

- 1-2 years, could go on indefinitely
- Business sponsorship program will be able to encourage teenagers to use different modes of transport to those places.
- Could increase usage of businesses and other services.

- Could help promote usage by teenagers and get them involved in transportation issues

**What resources will youth need in order to implement it?**

The youth will need an internet connection and a computer, from home, school, or a local library.

**Applications to the Preferred Scenario:**

“In the transportation area, this involves maximizing the use of infrastructure and preserving its capacity through technological and operational solutions.”

One of the easiest ways to maximize the usage of our vast transportation structure is to increase the ridership of our transit agencies and use of our sidewalks and bike lanes. By focusing on teenagers, hopefully we can not only solve their mobility problems now, but also have a dedicated pool of alternative-transit users in the future.

**Additional Resources**

- *GO TO 2040* Preferred Scenario
- Google Maps
- Larry Martinez, Director of Transportation, Oswego School District
- Dianne Palmer, Director of Communications for the regional Transportation Authority (RTA)
- David Wilson, Service Planner for the Chicago Transit Authority (CTA)

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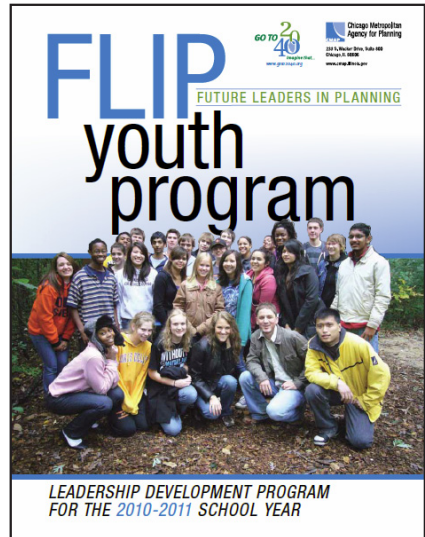
## About CMAP

The Chicago Metropolitan Agency for Planning (CMAP) was created in 2005 as the comprehensive regional planning organization for the northeastern Illinois counties of Cook, DuPage, Kane, Kendall, Lake, McHenry, and Will. By state and federal law, CMAP is responsible for developing *GO TO 2040*, metropolitan Chicago's first truly comprehensive regional plan. The agency projects that metropolitan Chicago will gain 2.8 million new residents and 1.8 million jobs in the next three decades. The *GO TO 2040* planning campaign will develop and implement strategies to address that projected growth. Scheduled for completion in 2010, the plan will shape the region's transportation system and development patterns, while also addressing the natural environment, economic development, housing, education, human services and other factors shaping quality of life. See [www.cmap.illinois.gov](http://www.cmap.illinois.gov) and [www.goto2040.org](http://www.goto2040.org) for more information.

## About FLIP

Are you concerned about having better parks? How about the streets in your community? Have you ever wondered why the mall is where it is? Why your school is located where it is? Do you wish someone would do something make life better for you, your family, or your community? The Chicago Metropolitan Agency for Planning (CMAP) is looking for high school participants to learn about our region while interacting with other students from various counties. CMAP is interested in your ideas about how to make Northeastern Illinois a better place to live, go to school, work, and play. Please apply to be part of Future Leaders in Planning.

Future Leaders in Planning (FLIP) is a leadership development opportunity offered free-of-charge to students who can contribute ideas to help create a better future for our region. It began in September 2008 and participants in the 2009 program will learn more about the northeastern region and share their thoughts with other teens from Cook, DuPage, Kane, Kendall,



Lake, McHenry, and Will counties. Participants will also meet and interact with select regional leaders who make key planning decisions in our communities.

To stay updated on FLIP, meet other youth in the region, and blog about issues affecting your community, visit <http://www.facebook.com/pages/CMAPs-FLIP-Future-Leaders-In-Planning-program>